2045867638

NIELSEN SHARE PERFORMANCE (%)

	1994 Q4	1994	MTH	M-1	M-2	4WM	WEEK	DIFF WAGO
MARLBORO	28.6	26.9	30.0	29.1	29.1	30.2	31.0	0.6
C-STORES			32.5	31.6	31.8	32.6	33.5	0.6
OPB	9.0	8.9	9.0	8.9	8.8	9.0	8.9	-0.1
BASIC	4.6	4.5	4.5	4.5	4.5	4.5	4.5	0.1
BASIC SOC			14.9	14.5	14.6	15.0	15.5	0.5
C-STORE SOC			15.2	14.6	14.9	15.3	15.8	0.5
PM DISCOUNT	8.6	9.2	8.0	8.0	8.2	8.0	7.9	0.0
C-STORES			7.8	8.0	8.1	7.9	7.8	0.0
PM USA TOT	46.2	46.4	46.9	46.0	46.1	47.1	47.9	0.5
C-STORES			48.0	47.1	47.3	48.1	49.0	0.8
CAMEL			4.4	4.4	4.4	4.3	4.4	0.0
WINSTON			6.0	6.1	6.1	5.8	5.8	0.0
DORAL			4.8	5.2	5.1	4.7	4.6	-0.1
RJR DISCOUNT	11.9	11.4	11.5	12.2	12.3	11.4	11.0	-0.3
RJR TOT	28.9	28.3	27.7	28.7	28.8	27.5	27.2	0.0
KOOL			3.2	3.1	3.1	3.2	3.1	0.0
GPC			5.1	5.0	4.9	5.1	5.0	-0.1
B&W DISCOUNT			6.1	6.0	6.0	6.1	6.0	-0.1
B&W TOT	10.3	10.2	10.3	10.2	10.2	10.3	10.1	-0.2
MONTCLAIR			1.4	1.4	1.4	1.4	1.3	0.0
AMER. DISCOUNT			3.4	3.4	3.2	3.4	3.3	-0.2
AMER. TOT			6.5	6.4	6.2	6.5	6.3	-0.2
NEWPORT			4.1	4.1	4.0	4.1	4.3	0.2
LORILLARD			6.8	6.8	6.7	6.9	6.8	0.1
LIGGETT			1.7	1.8	1.9	1.7	1.6	-0.1
TOT DISCOUNT	31.5	30.5	30.1	30.7	30.9	30.0	29.3	-0.4
C-STORE DISC			31.2	31.7	31.8	31.2	30.1	-1.2
PM SOC			25.2	24.5	25.2	25.3	PM SOC	1.0
RJR SOC			36.8	38.6	38.6	36.6	RJR SOC	0.6
B&W SOC			21.6	20.6	20.5	21.7	B&W SOC	-0.6
AMER. SOC			11.8	11.4	10.2	11.9	AMER. SOC	0.6

Source: Nielsen 12/31/94

Source: https://www.industrydocuments.ucsf.edu/docs/qzpj0004